

FIG. 1

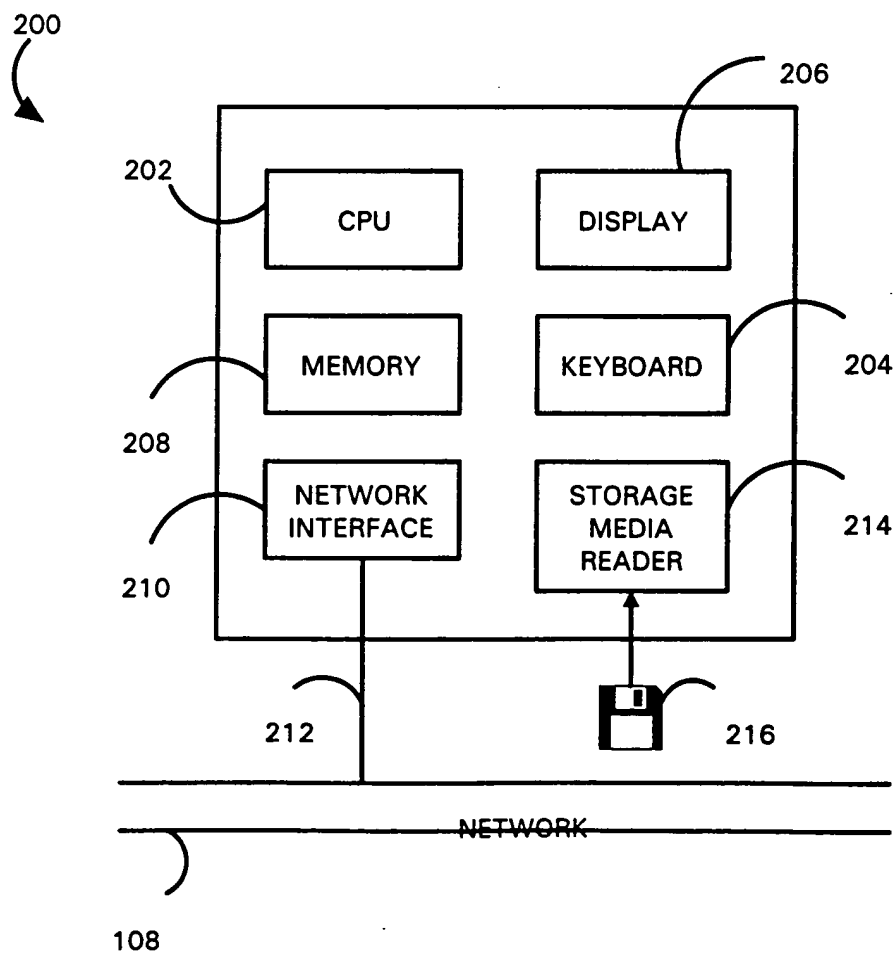


FIG. 2

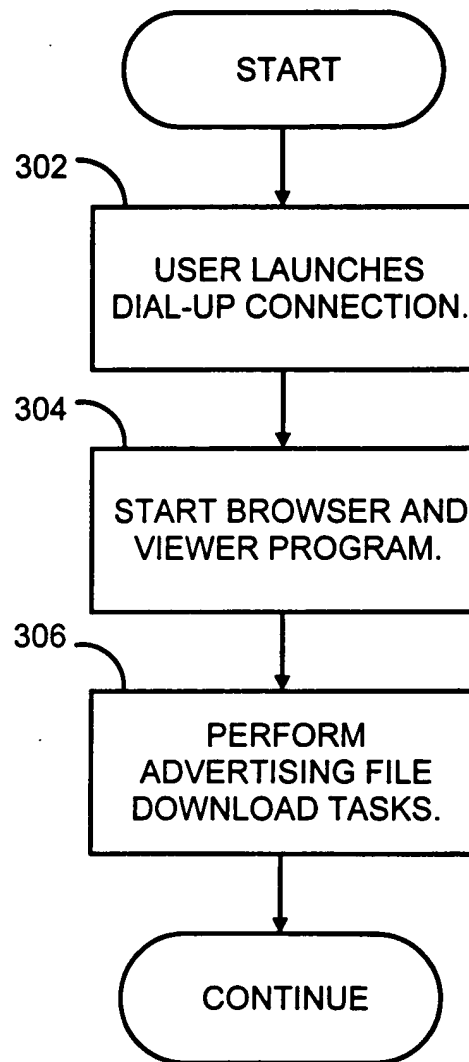


FIG. 3

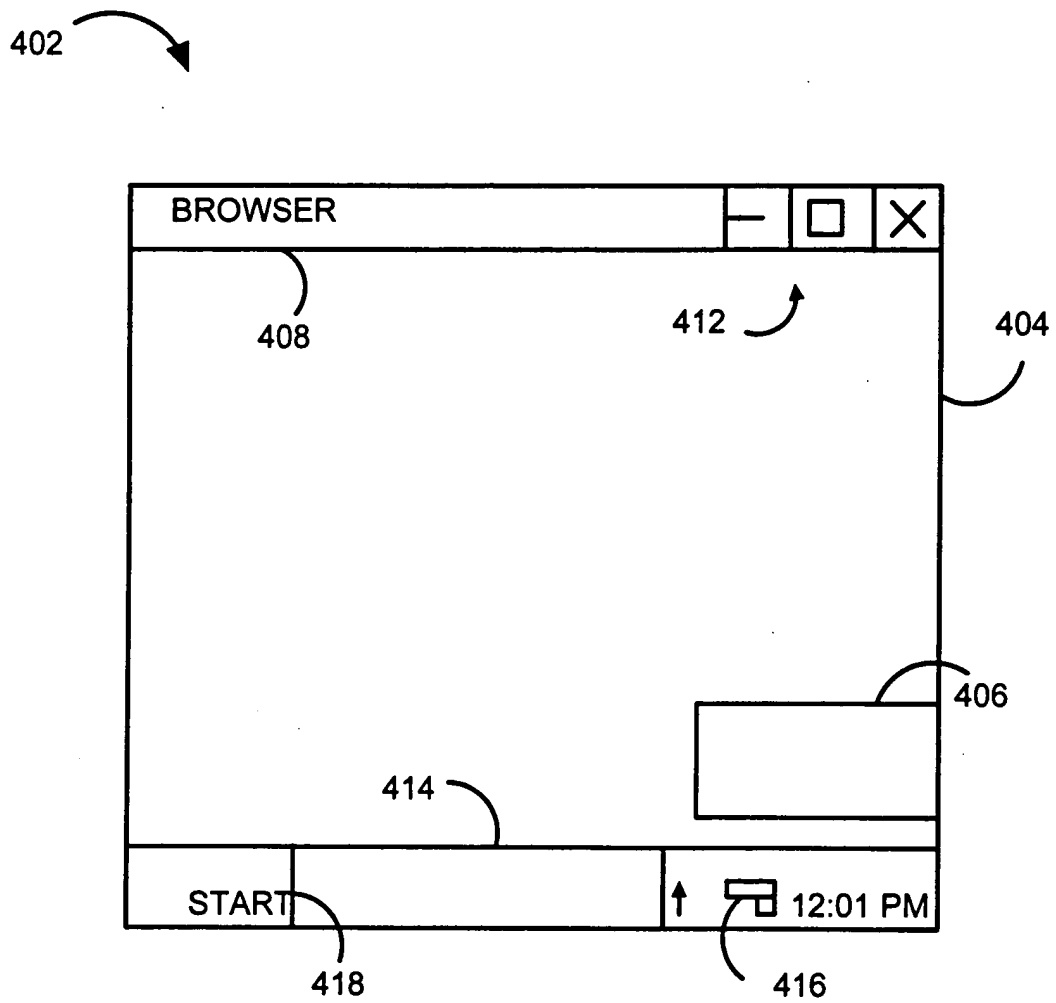


FIG. 4

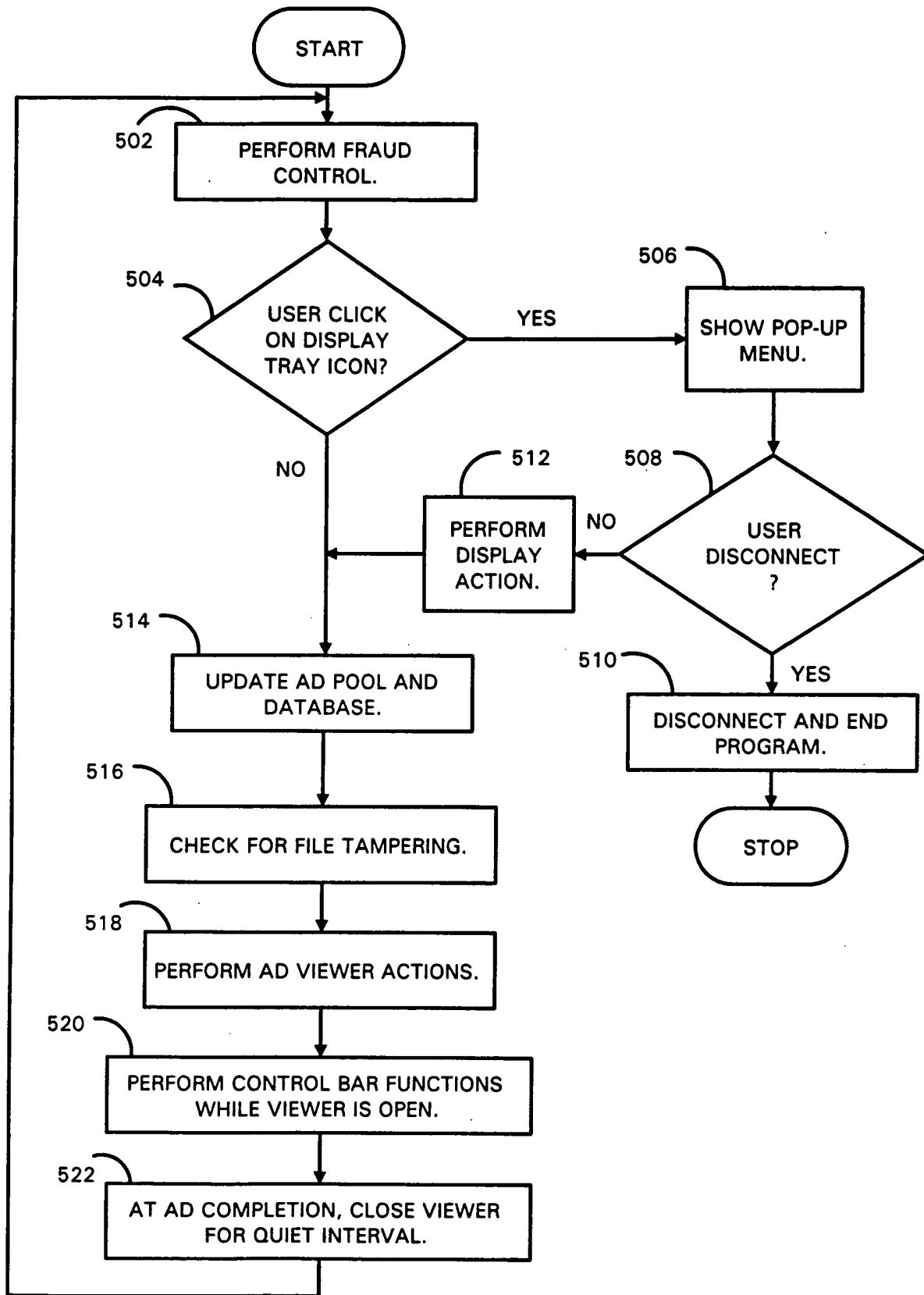


FIG. 5

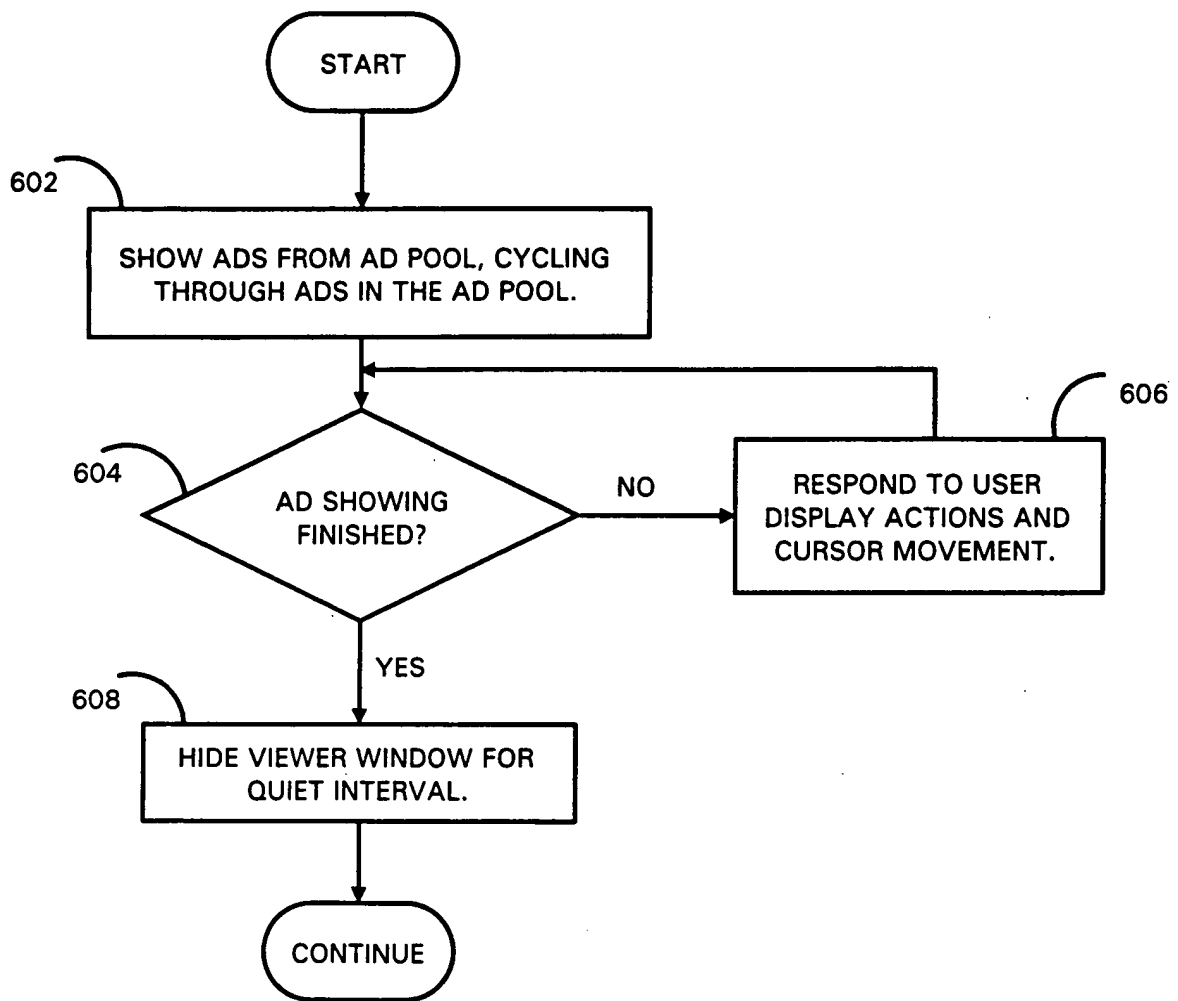


FIG. 6

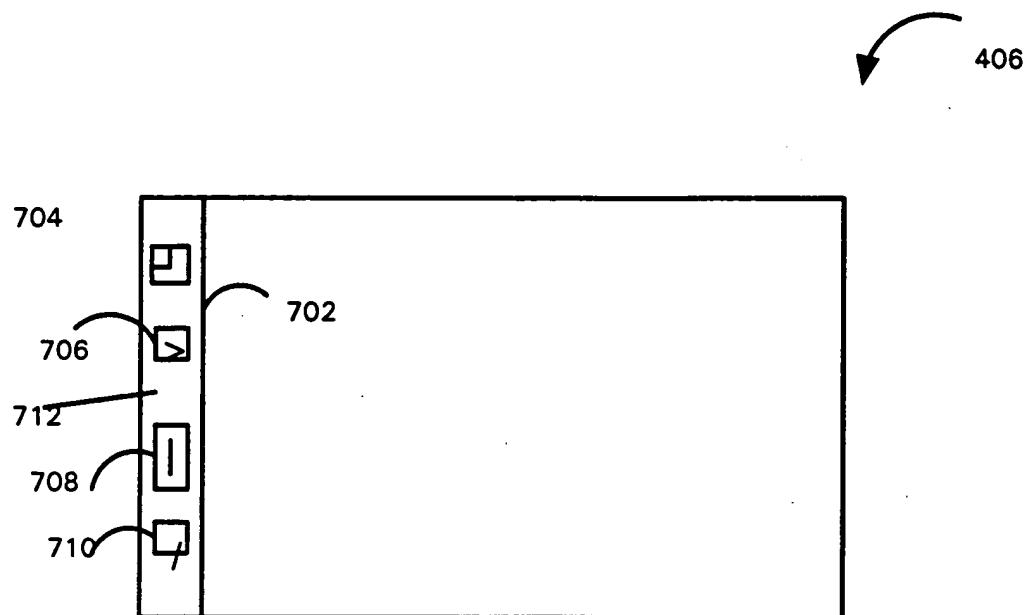


FIG. 7

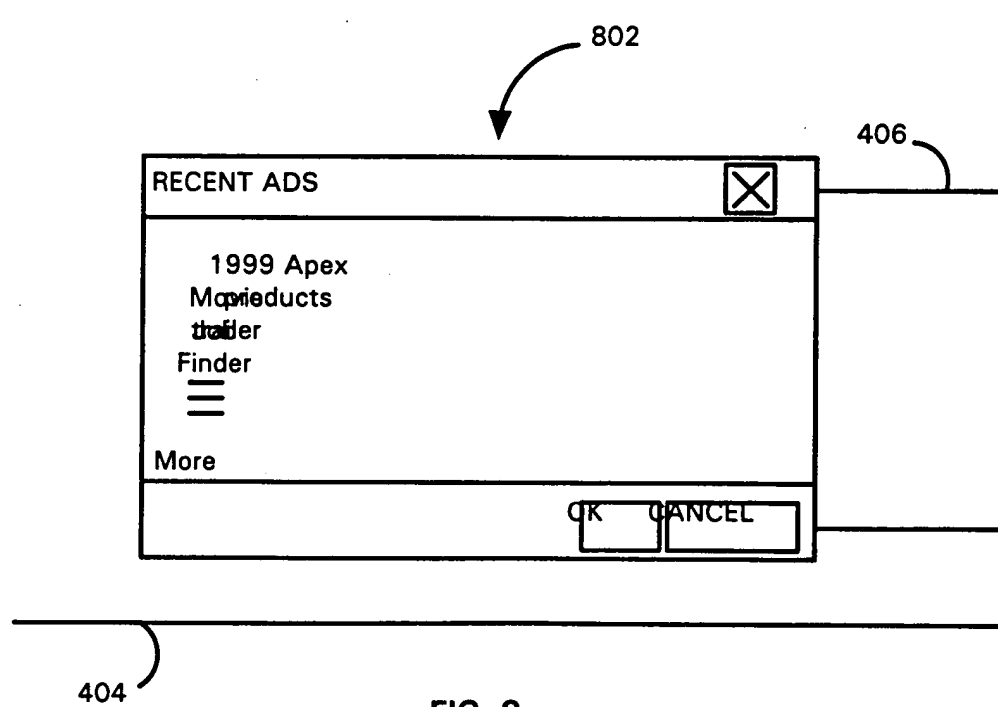


FIG. 8

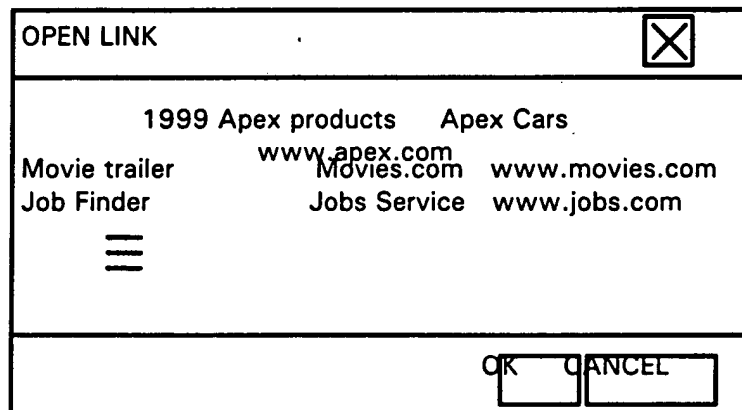


FIG. 9

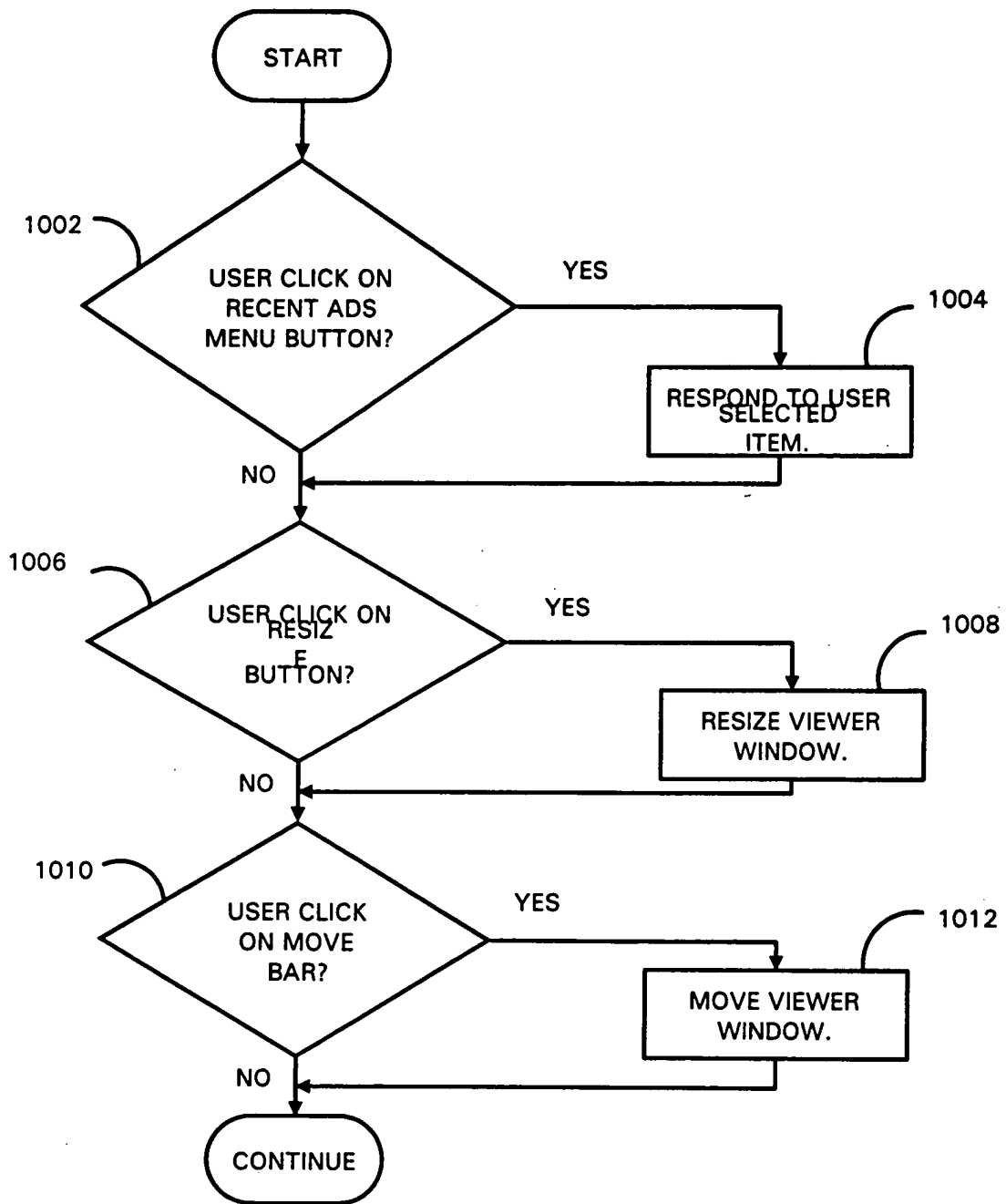


FIG. 10



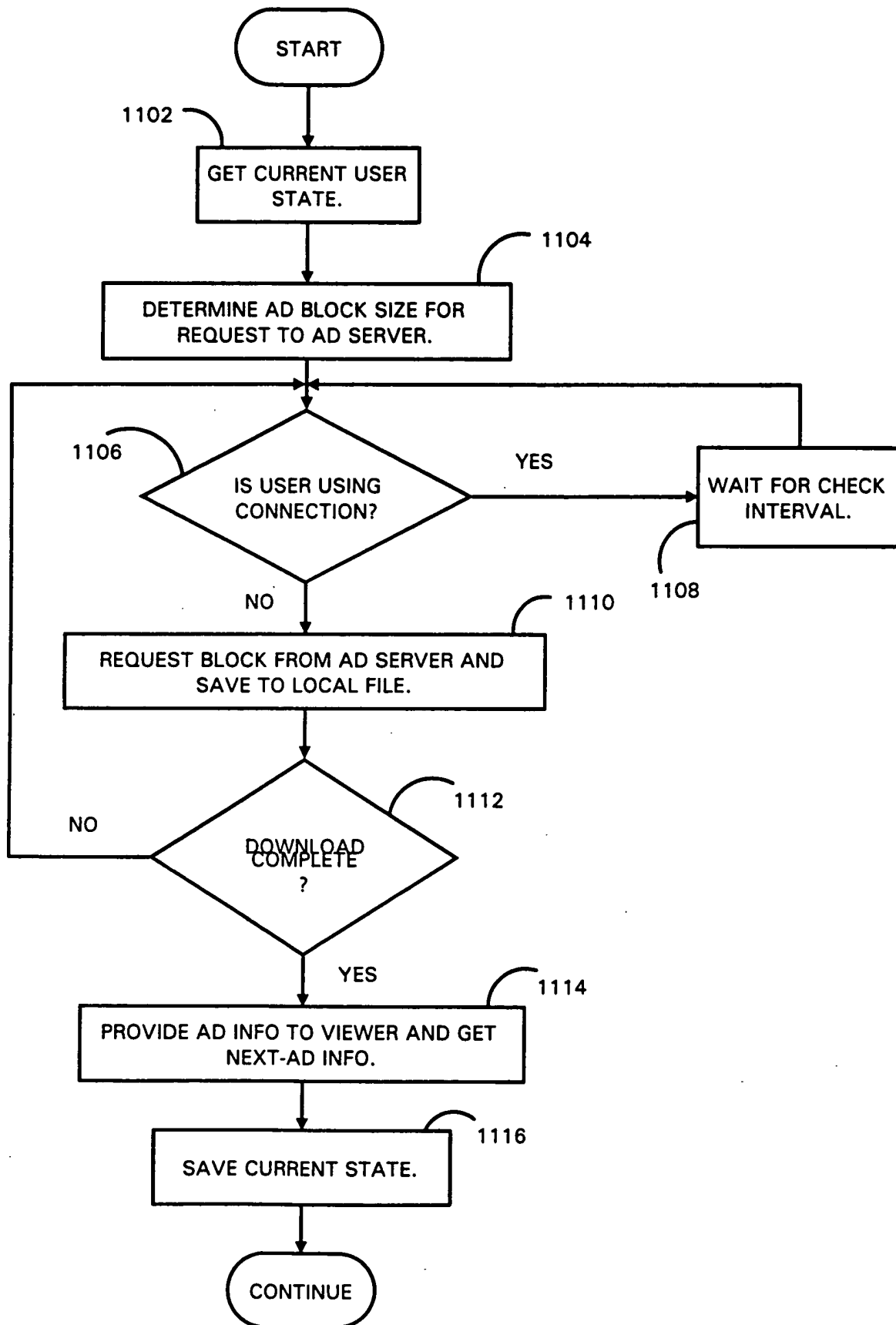


FIG. 11

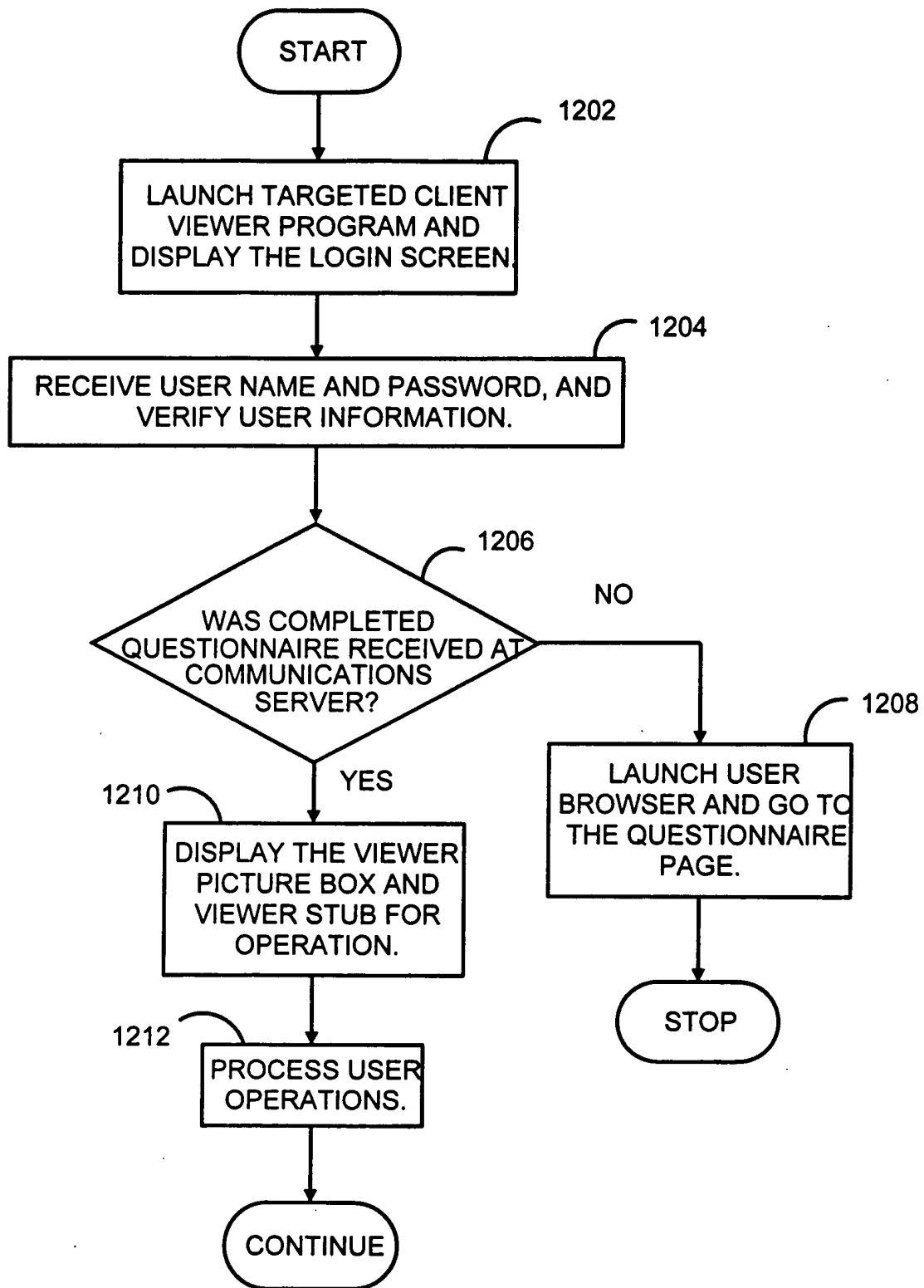




FIG. 12

WELCOME 

1314   1316

MEMBER NAME   1302


PASSWORD  1304

DIAL NUMBER  1306

1318  1310  1308  1312

FIG. 13

1300

WELCOME 

1314 **PASSWORD HELP** 1316 **HELP**

MEMBER NAME 1302

1402

PASSWORD

DIAL NUMBER 1306

1308 **CHANGE NO.**

1318 **LOG OFF** 1310 **CONNECT** 1312 **CANCEL**

JOE NAME 1	▽
MARY NAME 1	
A. NAME 1	
B. NAME 1	
888-123-4567	

FIG. 14

BROWSER - QUESTIONNAIRE PAGE

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

USER NAME

STREET ADDRESS

CITY  STATE

AGE  GENDER  MARITAL  ▼

JOB  ▼ INCOME  ▼

CAR  ▼ TV  ▼

SPORTS  ▼ EVENTS  ▼

START

1500

FIG. 15

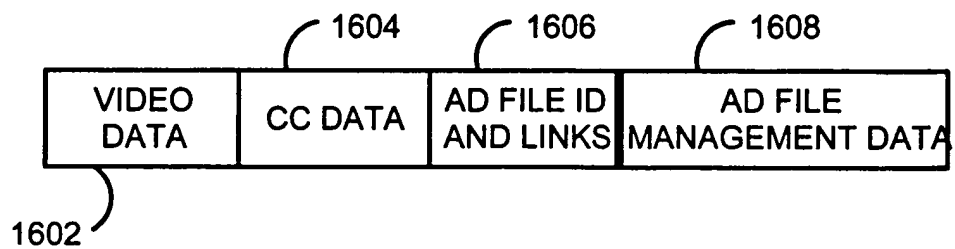


FIG. 16

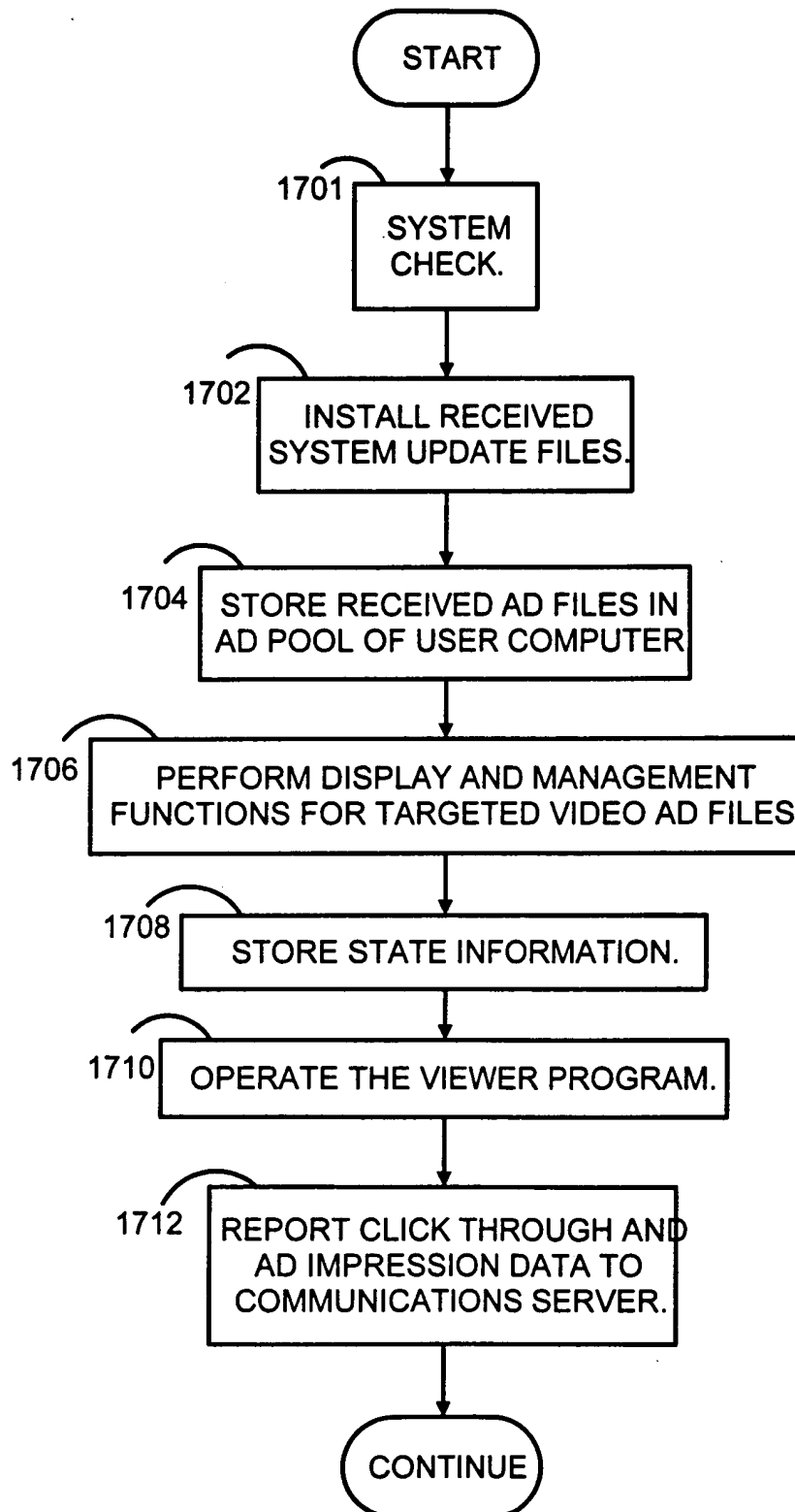


FIG. 17

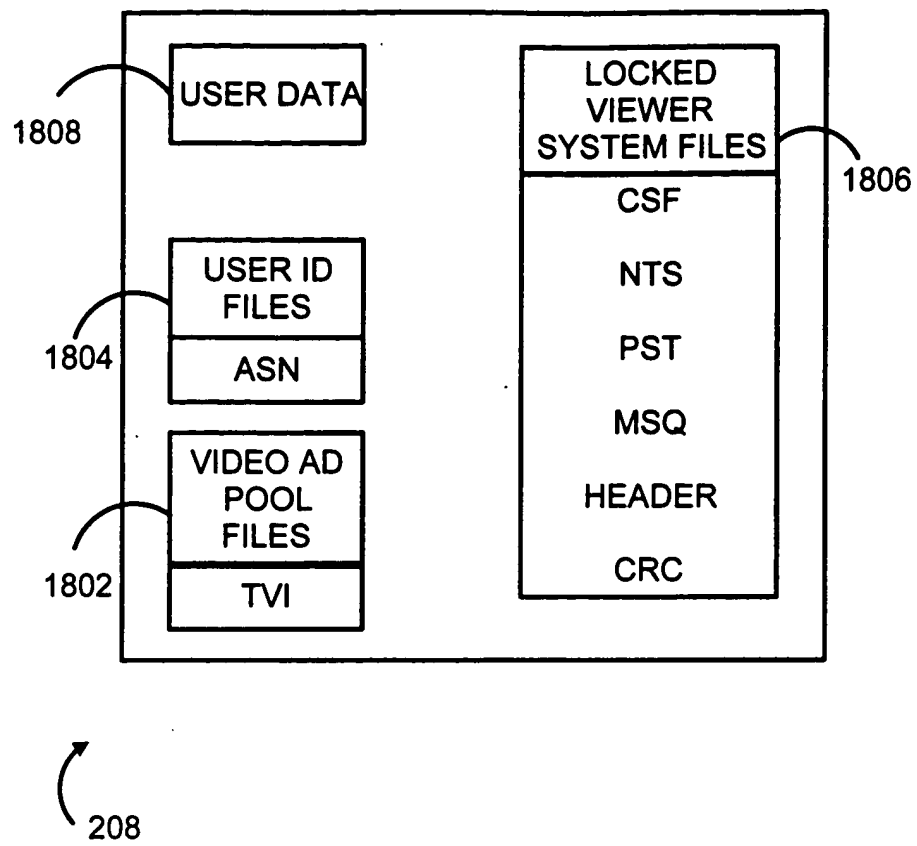


FIG. 18

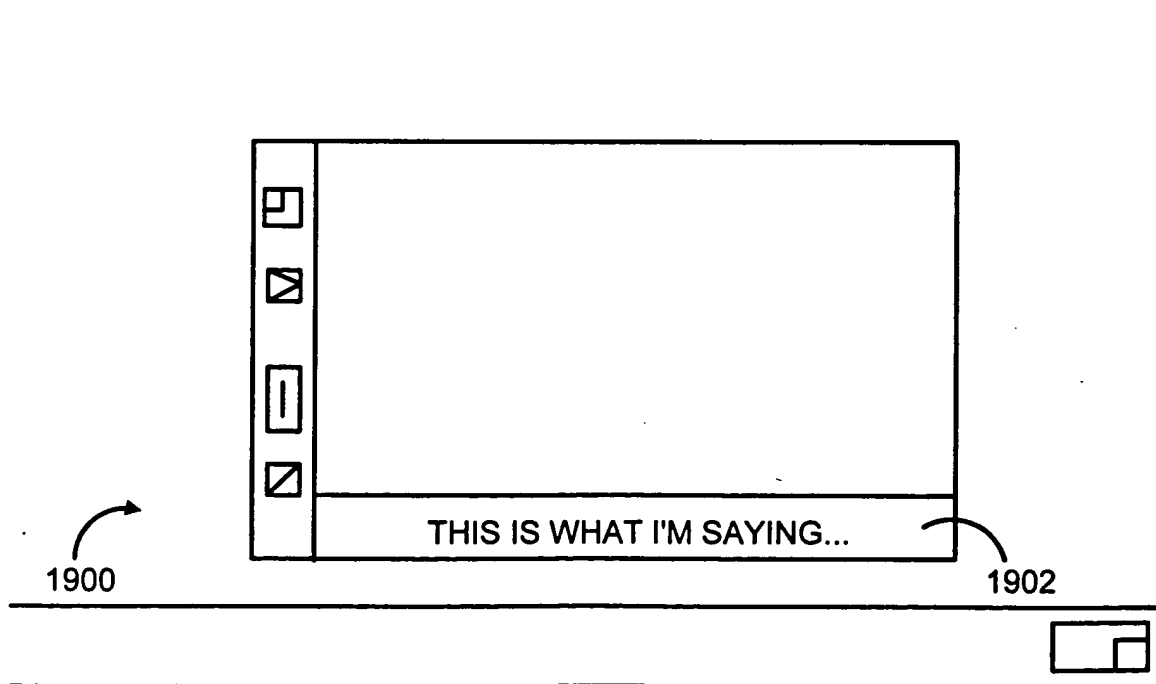


FIG. 19

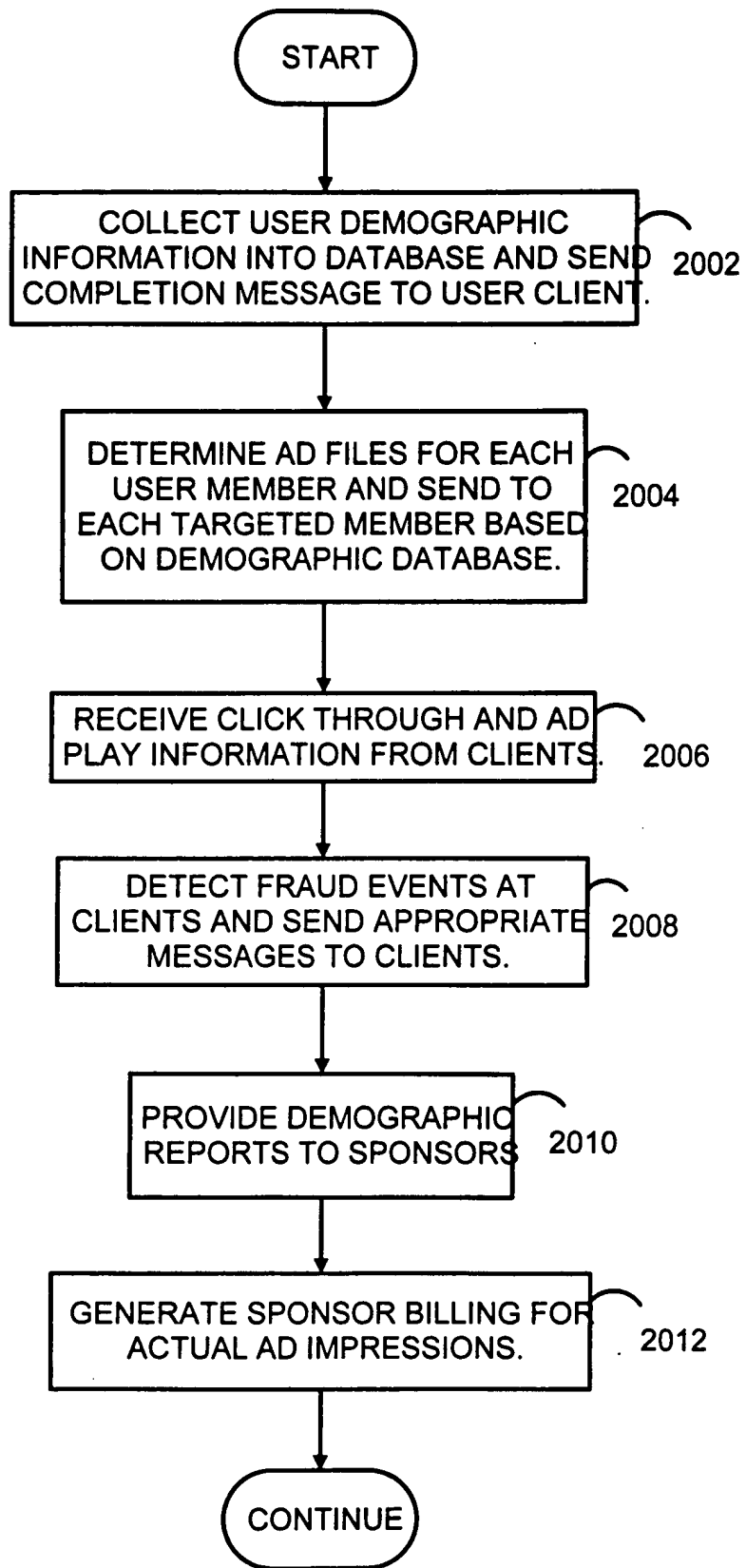


FIG. 20



BROWSER - DEMOGRAPHIC REPORT

X

FILE
EDIT
VIEW
TOOLS
HELP

BACK
FORWARD
RELOAD
HOME
PRINT
STOP

DEMOGRAPHIC REPORT FOR:  
BROADCAST ENTERTAINMENT COMPANY

FIRST SHOW, AD1

DATA FOR: 1999 OCTOBER 1 TO PRESENT

START DATE

▽

END DATE

▽

VIEW  
OPTIONS

IMPRESSIONS	UNIQUE IMPRESSIONS	CLICK THRU	RATE	COST
710,000	400,000	500,000	0.60	42,600

SPECIAL EVENT, PROMOTIONAL AD

DATA FOR: 1999 NOVEMBER 1 TO PRESENT

START DATE

▽

END DATE

▽

VIEW  
OPTIONS

START

FIG. 21

BROWSER - REPORT OPTIONS					—	□	✕
FILE EDIT VIEW TOOLS HELP							
BACK FORWARD RELOAD HOME PRINT STOP							
FIRST SHOW, "AD1"					GRAPH DETAILS		
IMPRESSIONS	UNIQUE IMPRESSIONS	CLICK- THRUS	RATE	COST			
710,000	400,000	500,000	0.60	42,600			
<input checked="" type="checkbox"/> AGE GROUPS		<input checked="" type="checkbox"/> 13-17	<input checked="" type="checkbox"/> 18-24	<input checked="" type="checkbox"/> 25-34			
<input checked="" type="checkbox"/> GENDER		<input checked="" type="checkbox"/> MALE	<input checked="" type="checkbox"/> FEMALE				
<input checked="" type="checkbox"/> INCOME		<input checked="" type="checkbox"/> \$0-25K	<input checked="" type="checkbox"/> \$26K-50K	<input checked="" type="checkbox"/> \$51-			
<input checked="" type="checkbox"/> OCCUPATION		<input checked="" type="checkbox"/> ACCOUNTING		<input checked="" type="checkbox"/> COMPUTERS			
<input checked="" type="checkbox"/> GEOGRAPHIC		ALL STATES ▾					
<input checked="" type="checkbox"/> INTERESTS		GAMING ▾					
◀							▶
START					□		

FIG. 22

BROWSER - GRAPH DETAILS

-

□

X

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

FIRST SHOW, "AD1"

AGE GROUPS	IMPRESSIONS	CLICK-THRUS	IMP-CT%
13-17	180,000	150,000	83%
18-25	200,000	170,000	85%
26-34	160,000	100,000	62.5%
35-45	100,000	50,000	50%
45-55	50,000	20,000	40%
56-65+	20,000	10,000	50%

GENDER	IMPRESSIONS	CLICK-THRUS	IMP-CT%
MALE	391,500	295,000	75%
FEMALE	318,500	205,000	64%

START

□

FIG. 23

BROWSER - ARCHIVE

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

FIRST SHOW, AD1

CHOOSE DATES TO REVIEW

START DATE

JULY

▼

20

▼

JULY

▼

26

▼

VIEW REPORT

SPECIAL EVENT, PROMOTIONAL AD

CHOOSE DATES TO REVIEW

START DATE

JUNE

▼

16

▼

JULY

▼

26

▼

START

FIG. 24

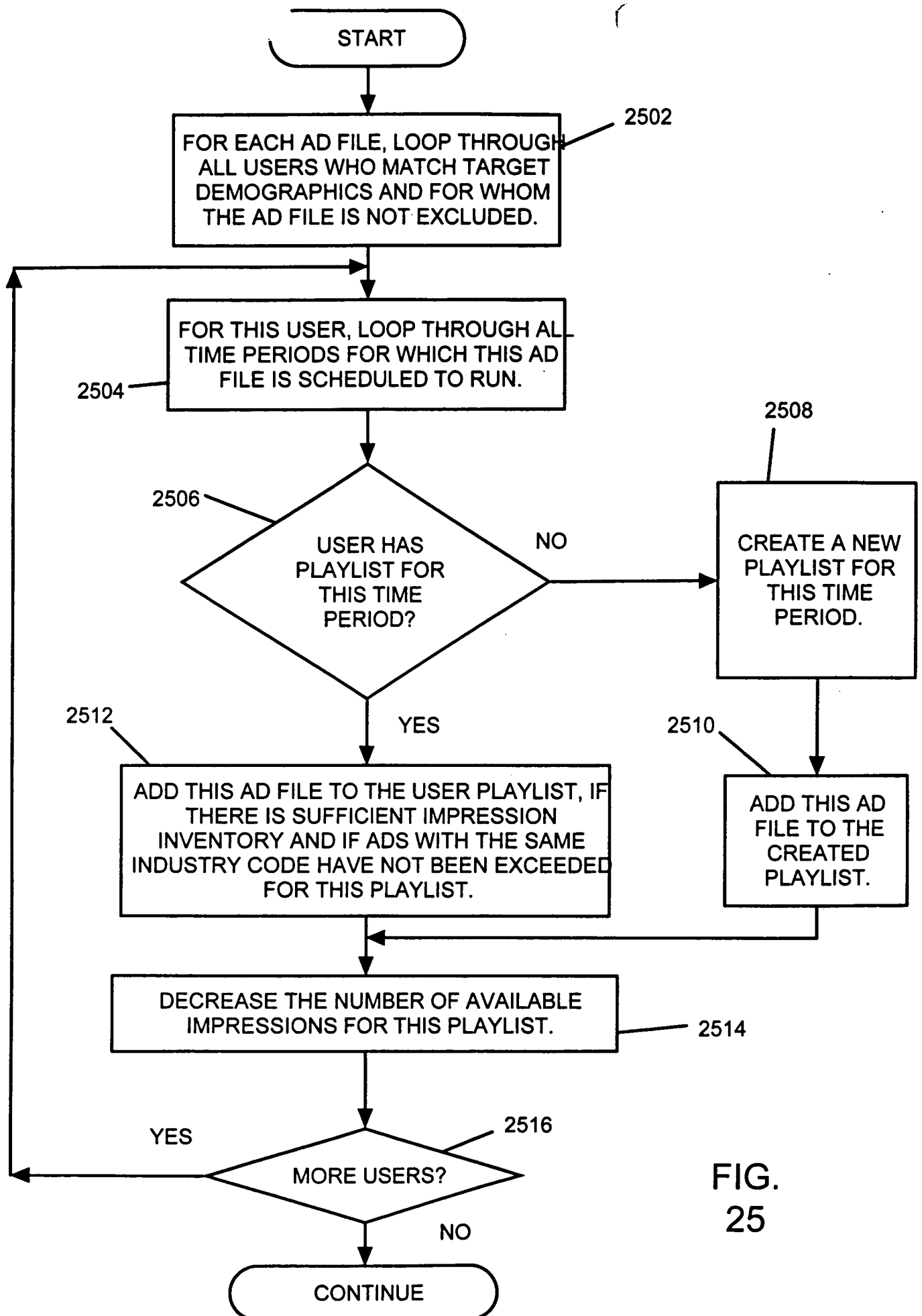


FIG.  
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